

Chapter 18

NEW MEDIA AND PUBLIC AFFAIRS

18.1. Purpose. This chapter outlines the policies and procedures involved in integrating new media (including but not limited to the Internet and World Wide Web) into U.S. Air Force public and internal communication programs. This chapter complements other Air Force and Defense policies relating to the use of the Internet and information technology in public and internal communication strategies.

18.2. Policy. It is U.S. Air Force policy that:

18.2.1. Using the World Wide Web and other new media tools to enhance public and internal communication programs is strongly encouraged. These technologies provide the U.S. Air Force powerful tools to convey quickly and efficiently a wide range of topics relating to the people, mission, and resources of the U.S. Air Force.

18.2.2. These tools provide a force-multiplier to U.S. Air Force communication programs with considerable mission benefit. However, these benefits must be weighed against potential risks to security and privacy of U.S. Air Force operations and personnel.

18.2.3. Each organization operating an official U.S. Air Force Web site will implement technical security best practices as well as procedures to ensure information distributed via the Internet is consistent with the policy and communication strategies of the U.S. Air Force. Such consistency demands sound processes for the establishment, review and clearance of U.S. Air Force public Web sites.

18.2.3.1. The minimum security and access controls for Web sites and other new media is outlined in AFI 33-129, Transmission of Information Via the Internet.

18.2.4. U.S. Air Force people have a responsibility to meet the DoD principles of information which are:

18.2.4.1. Information will be made fully and readily available, consistent with statutory requirements, unless its release is precluded by current and valid security classifications or sensitivity designation. The provisions of the Freedom of Information Act will be supported in both letter and spirit.

18.2.4.2. A free flow of general and military information will be made available, without censorship or propaganda, to the men and women of the Armed Forces and their dependents.

18.2.4.3. Information will not be classified or otherwise withheld to protect the government from criticism or embarrassment.

18.2.4.4. Information will be withheld only when disclosure would adversely affect national security the conduct of federal programs or threaten the safety or privacy of the men and women of the Armed Forces.

18.2.4.5. The department's obligation to provide the public with information on its major programs may require detailed public affairs planning and coordination within the department and with other government agencies. The sole purpose of such activity is to expedite the flow of information to the public: propaganda has no place in Department of Defense public affairs programs.

18.3. Overview. Today's public affairs professional must understand how to manage and use the technological tools to tell the U.S. Air Force story and keep airmen, their families and the American public informed. Technology is a public affairs force multiplier and can greatly enhance our ability to provide trusted council to leaders, contribute to airmen morale and readiness, increase public trust and support, and enhance global influence and deterrence. To effectively plan and execute communication strategies using communication technology it's important to understand its meteoric rise in prominence and importance.

18.3.1. Growth. Only 10 years ago, a literal handful of people had access to the Internet which grew out of the Defense Advanced Research Projects Agency (DARPA) to keep geographically diverse projects and researchers linked. At the same time, the network concept outperformed conventional mainframe computers and supercomputers because of networked computers ability to pool resources of multiple systems. Today, the Internet and the World Wide Web reaches more than 102 million people (60 million people in the United States) and is projected to reach 707 million by 2001 (Matrix Information and Directory Services, June 1998).

18.3.2. Definitions. Familiarity with technology-related terms is needed to ensure compliance with this instruction. The definitions in [Figure 18.1.](#), Technology Definitions, provide contextual meaning.

Figure 18.1. Technology Definitions.

Accessibility – The degree to which a program or Web site has been optimized for use by people with physical disabilities or users with a variety of hardware/software configurations.

ActiveX – ActiveX controls are programs that can be referenced in various documents and applications under Microsoft Windows that perform some action in the Web browser.

Air Force Link -- The official U.S. Air Force home page on the World Wide Web at Error! Bookmark not defined.

Anchor – A Web link referring the viewer from one section of an HTML document to another.

Applet – Small java program that performs a preprogrammed function on a document when called by a Web browser, often used to add functionality to an HTML document.

Archie – Automated database of files available from anonymous FTP sites on the Internet.

ASCII (American Standard Code for Information Exchange) -- Unformatted alphanumeric text used to pass textual or numeric data between different systems.

Baud -- The number of analog transactions per second.

BBS (Bulletin Board System) -- A computer system used as information and message system for a group which connects to the system via a dial-up or telnet connection. Though popular in the 1980s, BBSs have largely given way to World Wide Web pages.

BPS (Bits Per Second) – The rate of data transmission over a communication medium.

Broken Link – A link to a file that does not exist or is not located at the location indicated by the URL.

Browser – Software used to view and navigate the World Wide Web (i.e. Microsoft Internet Explorer, Netscape Navigator).

CGI (Common Gateway Interface) – A feature of Web servers that allow HTML clients to use scripts installed on that server. The scripts (often referred to as CGI scripts) add functionality to Web pages.

Client – Hardware and/or software used by a person to access and load files from a server. Generally, clients are proprietary software used to connect, decode or access specific services or servers. (i.e. RealPlayer is a client used to view and listen to video and audio served from a RealServer).

Domain – Part of an address showing the Internet area to which a server belongs (ie .mil, .com, .net are all root domains).

Domain-limited – The use of configurations on Web servers to limit access to particular documents based on the source domain for the requesting browser.

Editor – Software used to change a document or code.

Email (Electronic Mail) – Personal computer-based messaging system in which users can send and receive messages across networks to and from a unique identifying address.

FAQ (Frequently Asked Questions) – A list of commonly asked questions which provide system users quick reference of commonly encounter problems and questions.

Firewall – Software or other system used to protect computer systems from unauthorized access. Often used to control types of data passed from the open Internet to specific local area networks.

Frame – A sub-window of a browser window capable of displaying a separate document.

Freeware – Software distributed free of charge.

FTP (File Transfer Protocol) – A protocol used to transfer large files over the Internet. FTP is also used to refer to the software application that uses FTP to move files from one location to another.

GIF (Graphic Interchange Format) – A popular format for graphics supported by all current browsers. This format is best suited for small illustrations with large areas of uniform color.

Gopher – Search tool to identify and retrieve text on the Internet.

Home Page – The first document of a World Wide Web site.

HTML (Hyper Text Markup Language) – The basic language of documents “published” on the Web.

HTTP (HyperText Transfer Protocol) – A protocol used to transfer HTML documents over networks from Web server to browser.

Image Map – An image divided into regions with each region creating a link by being associated to a URL.

Hyperlink (or Hotlink) – A feature of the Web that allows users to “point and click” calling up a separate document associated to that link.

Index – A list of Web sites assembled, sorted and categorized by rules, usually by human beings.

Internet – The vast system of networks connecting the world’s diverse computer systems using TCP/IP to transmit information

Intranet – An internal network whose content is accessible only by people with permissions and access to that network. A “virtual” Intranet is created when sections of the Internet are cordoned off to particular users by any number of methods. A “physical” Intranet is created by the actual wiring of a network (often called local area networks).

IRC (Internet Relay Chat) – Live, near real-time text-based exchange between users over the Internet.

ISDN (Integrated Services Digital Network) – Digital (either voice or data) telephone allowing two simultaneous connections over the same wire.

ISP (Internet Service Provider) – Provides access to the Internet.

Java – A platform-independent programming environment that operates with Web browsers to allow users to run programs within HTML documents.

JavaScript – A programming language that is loosely based on Java that is usually embedded in HTML code of a document. It is used to add functions to the HTML document.

JPEG (Joint Photographic Experts Group or .jpg) – An image format commonly used on the Web for photographic images that allows scaling.

Link – A reference in an HTML document to another section or document using a URL.

Linux – An alternative operating system to DOS or Windows.

ListServ – An automated system that delivers email messages to a list of subscribers.

Markup – Special codes or tags in a document that specifies how parts are to be processed or displayed by an application like a Web browser.

MIME (Multipurpose Internet Mail Extensions) – File extensions that tell a computer which application to use to view particular files.

MPEG (Motion Picture Experts Group or .mpg) – A compression format used for audio and video for distribution often over the Web.

Newsgroups – Internet message areas serving communities of specific interests.

NNTP (Network News Transfer Protocol) – Bulletin-board-style discussion groups on the Internet in which users post messages which are stored and retrievable for others at later time.

Page (Web Page) – A single HTML document.

PNG (Portable Network Graphics) – a graphic format used to prepare images for distribution over the Web.

PDF (portable Document Format or Printable Document Format) – A platform-independent format for documents that retain their layout and design from computer to computer, read using an Adobe Acrobat Reader.

Platform Independent – Software that is not tied to a particular brand of computer or operating system.

PPP (Point to Point Protocol) – A communication protocol used to connect personal computers to Internet service providers via modems and telephone lines.

Proxy Server (or Proxy) – A computer that is directly connected to the Internet allowing multiple users on a network to access the Internet. Often used for security or to screen types of data and files available to or from particular networks.

Public Domain – Information or material available to the public and not protected by copyright, trademark, policy or security protection.

Relative URL – A URL that references a document based on the location of the current document in relation to the one referenced.

Search Engine – A program that allows users to quickly look through a large number of documents for particular words or other specified attribute.

Shareware – Software available for evaluation for a limited time.

Smart Agent (Agent) – An application that “learns” particular users preferences and assists the user in finding, sorting and processing information according to that user’s profile.

SLIP (Serial Line Internet Protocol) – A protocol used to connect personal computers to Internet service providers.

SMTP (Simple Mail Transfer Protocol) – the protocol used to send (outgoing) email on the Internet.

SSL (Secure Sockets Layers) – A security protocol that provides privacy over the Internet.

Tags – An element in HTML document that instructs an application (usually a Web browser) how to display or process particular parts of the document.

TCP/IP (Transmission Control Protocol/Internet Protocol) – The basic protocol of the Internet that allows information to choose the best path of transfer among differing computers on the Internet.

Telnet – A terminal emulation program used to log onto other Internet computers in a text-based environment

TIFF (Tag Image File Format) – A graphics file format primarily used in desktop publishing.

UNIX – A computer operating system used primarily in Web servers but now becoming widely used as a personal computing operating system.

URL (Uniform Resource Locator) – A standard addressing scheme used to link resources on the World Wide Web.

Usenet – A group of bulletin-board-style discussion groups also known as newsgroups.

VRML (Virtual Reality Modeling Language) – A computer language used to create 3-dimensional environments on the Internet.

WAIS (Wide Area Information Servers) – A client/server system allowing users to search through a large amount of Web documents.

Web Server – A computer equipped with the hardware and software necessary to provide information resources on the Web.

Web Site – A collection of theme, subject, or organizationally related documents on the Web, usually denoted by a unique DNS entry.

World Wide Web – A generic term for the collection of Web servers and the information on those servers accessible through the use of Web browsers.

WYSIWYG Editing (What You See Is What You Get Editing) – Ability to edit HTML documents as they will appear in a browser.

18.4. Roles and Responsibilities.

18.4.1. Headquarters U.S. Air Force, Deputy Chief of Staff/Communications and Information (HQ USAF/SC) will:

18.4.1.1. Develop policy and guidance governing use of the Internet.

18.4.1.2. Develop policy and guidance on operation, maintenance and security of the systems that facilitate the use of the Internet.

18.4.1.3. Chair Air Force Internet policy review board to ensure policy is consistent with the needs of the U.S. Air Force.

18.4.1.4. Assist PA in conducting periodic multidisciplinary reviews of public web pages.

18.4.2. Assistant Secretary of the U.S. Air Force, Acquisition, (SAF/AQ), will establish, in coordination with SAF/PA, policy and guidance governing the review and release of information made avail-

able on public Web sites in the conduct of electronic commerce (e.g. Request For Purchases, CBD notices, etc).

18.4.3. Secretary of the U.S. Air Force, Office of Public Affairs (SAF/PA) will:

18.4.3.1. Develop policy and guidance governing the public communication program and the security and policy review program.

18.4.3.2. Develop policy and guidance for the integration of public Web sites into AF public communication plans and programs.

18.4.3.3. Serve as POC for conducting periodic multidisciplinary reviews of public web pages and determining appropriate content, design and operation of official Air Force public Web sites.

18.4.3.4. Develop content style guides and technology use standards for public Web sites.

18.4.3.5. Establish and maintain a system to register all U.S. Air Force Web sites and provide direction for registering all public sites to fulfill the Government Information Locator Service (GILS) requirements.

18.4.3.6. Serve as POC for routine reports submitted by the Joint Web Risk Assessment Cell that monitors Web information security.

18.4.4. HQ USAF functional managers will conduct annual multi-disciplinary reviews of subordinate public Web sites. Site reviews will determine if sensitive information is being properly protected. These reviews will coordinate across organizational boundaries as necessary (both vertically and horizontally) to ensure that the aggregation of electronic information does not endanger national security or personal privacy of Air Force members, civilian employees or their families.

18.4.5. MAJCOMS/FOAs/DRUs will:

18.4.5.1. Establish localized plans and procedures for the establishment, maintenance and review of their Web sites.

18.4.5.2. Develop effective OPSEC programs to ensure critical information and OPSEC indicators are consistently controlled according to AFI 10-1101, *Operations Security*.

18.4.5.3. Establish and maintain one official public-access Internet site and other AF-restricted Internet sites for internal uses. Register these sites with Air Force Link and verify registration annually.

18.4.5.4. Provide local index of subordinate Web sites by linking to the Air Force Link.

18.4.5.5. Ensure all public Web sites are reviewed by PA prior to their launch. Establish record of review and approval for all subordinate sites.

18.4.5.6. Establish command-wide standards of content, quality appearance and operation for public Web sites.

18.4.5.7. Ensure annual multi-disciplinary review of subordinate public Web sites.

18.4.6. Wing-level equivalent commanders will:

18.4.6.1. Establish and maintain one official public-access Internet site and separate, additional AF-restricted Internet sites for internal uses per Wing-equivalent unit. Register these sites with Air Force Link and verify registration annually.

18.4.6.2. Establish local clearance and approval procedures in accordance with this instruction and AFI 33-129, *Transmission of Information Via the Internet*, for posting information to the Web. Information made available on public web sites for the conduct of electronic commerce will be reviewed and approved in accordance with SAF/AQ guidance.

18.4.6.3. Maintain index and registration for any necessary subordinate pages. Maintain a separate index for public access and restricted Web sites. Restricted indexes should not be viewable to non-U.S. Air Force audiences.

18.4.6.4. Ensure all public Web sites receive Policy and Security reviews by PA prior to their launch. Establish record of review and approval for all subordinate sites.

18.4.6.5. Ensure annual multi-disciplinary review of all subordinate public Web sites.

18.5. Web Site Management

18.5.1. Public Web Sites. Public Web sites exist as part of the U.S. Air Force's overall public communications program, increase public trust and support, contribute to airmen morale and readiness, and enhance global influence and deterrence. Because public Web sites have global distribution, information must be cleared in accordance with this instruction and DoD Directive 5230.9. Public Web sites will not contain any classification or markings such as "Approved for Public"; only restricted web site pages should carry protective markings. Except for information used in the conduct of electronic commerce, all content for public Web sites must be coordinated with the local public affairs office prior to public release.

18.5.2. Approval to Establish a Public Web Site. Approval authority for establishing public Web sites should correspond to existing authority to make public release of information (normally the wing-equivalent commander). Organizations seeking to establish a public Web site must justify a wide public audience and coordinate with local public affairs and communications authorities prior to receiving release authority's (generally wing-equivalent commander's) approval. Only information intended for wide distribution and with appropriate interest to the general public will be placed on official public Web sites. The decision to establish a public Web site must weigh the mission need and enhancement of the U.S. Air Force public communication program against the costs and operational security risks.

18.5.3. Security and Policy Review. The American public, as taxpayers and traditionally strong supporters, have a basic need and right to know about the operations of the U.S. Air Force. This knowledge is limited only to the extent that it does not compromise national security and the safety of military people. The U.S. Air Force, therefore, has the responsibility to conduct appropriate review of all materials such as Web sites intended to inform the public of its operations and accomplishments.

18.5.3.1. Security review represents an on-going effort to inform and increase the public understanding of the mission, operations and programs of the U.S. Air Force. Public affairs, in conducting such reviews, tries to ensure that all unclassified information is released quickly, accurately and conforms to established U.S. Air Force and Department of Defense policies. Obviously, grave harm to our nation and those serving in the Armed Forces and their families can occur through unrestricted open access to national security information. A fine balance between disclosure and non-disclosure can be attained through the use and enforcement of programs already in existence. The directives governing the review of material are not intended to prevent information

from being released, suppress people from expressing their opinions and ideas or conflict with policies concerning openness in government.

18.5.3.2. Security review is a function of public affairs offices at all levels of command to determine the releasability of information into public domain. Security and policy considerations are the only basis for review decisions.

18.5.3.3. Clearance authority. The objective of the security review process at all levels must be the maximum clearance of information in minimum time. In support of this objective, U.S. Air Force policy provides for clearance by the public affairs officer at the lowest level where competent authority exists to judge the security and policy aspects of the information submitted for review. There are many criteria that must be considered when deciding to release information to the public. Some are governed by public law, others by Executive Orders, Department of Defense and Air Force policies and regulations.

18.5.3.3.1. Electronic Commerce Information SAF/AQ is delegated authority for policy and guidance governing the review and release of *information made available on public web sites in the conduct of electronic commerce*. All Electronic Commerce Web sites must meet the same standards of mission relatedness and ensure review processes are in place to protect national security information.

18.5.3.4. Operational Security (OPSEC) Considerations. OPSEC is a process of collecting, identifying and analyzing information on friendly military operations and other activities to identify and minimize actions which inadvertently provide an adversary timely indication of military action or access to critical information. By identifying and denying this information, operational success and force protection are enhanced. The OPSEC analysis examines the planning, preparation, execution, and post execution phases of any activity, across the entire spectrum of military activity, and in any operational environment. U.S. Air Force commanders and decision makers should consider OPSEC during both mission and acquisition planning. In fact, the U.S. Air Force implements the OPSEC process in all functional areas.

18.5.3.5. Scientific and Technical Information (STINFO). The STINFO program ensures scientific and technical information makes the maximum impact on the development of U.S. Air Force technology and ensures the scientific and technical information generated under U.S. Air Force contracts and programs makes maximum contribution to the national economy.

18.5.3.5.1. American technology is a valuable commodity and is greatly sought after. Technology in the basic research form is openly distributed and exchanged. However, technology that is nearing application to a military weapon system(s) is considered sensitive as it discloses too much about that potential system. STINFO Officers are responsible for reviewing reports etc. and determining which distribution statements should appear on the data. Only reports determined to be "Statement A" can be forwarded for security and policy review and then considered for release to the public. This is the only technical information that should be considered for a public web page. (AFI 61-204, *Disseminating Scientific and Technical Information*.)

18.5.3.5.2. Technology transfer is a term used to denote the uncontrolled export or disclosure of advanced technology by the U.S. to foreigners. This problem is significant and the careless use of web sites may provide easy access to our critical data. If the information is critical to the military and released to the public, the United States could lose its critical edge in that par-

ticular area. The Department of Defense and other agencies of the Federal Government have created a series of controls that are in use throughout the review process.

18.5.3.5.3. The 1000527463Militarily1000527463HAHQ AFCA Critical Technologies List (MCTL) is published by DoD and used as a reference document, not as a strict regulation or decision tool. It is a guideline listing of those technologies that are critical to the security of our nation.

18.5.3.5.4. International Traffic-in-Arms Regulations (ITAR) is a series of State Department regulations that lists technical data about arms and munitions prohibited from export. It includes any unclassified information that can be used, or be adapted for use, in the design, production, manufacture, repair, overhaul, processing, engineering, development, operations, maintenance, or reconstruction of arms, ammunition, and implements of war contained in the US munitions list.

18.5.3.5.5. Export Control Laws are the responsibility of the Department of Commerce, and were established to provide export control policies and practices. A validated license is required from the Department of Commerce for the export of all technical data listed on the Commodities Control List.

18.5.3.6. Freedom of Information Act. The U.S. Air Force Freedom of Information Act program, as described in AFI 37-131, states the public will be allowed to inspect, review, and receive copies of U.S. Air Force records. This applies to all records except for records exempt under the Act, which, if released, would cause harm to the nation. The exemptions fall into 9 categories of information (see AFI 37-131 for specific details)

18.5.3.6.1. Classified Records

18.5.3.6.2. Internal Personnel Rules and Procedures

18.5.3.6.3. Other Statutes

18.5.3.6.4. Confidential Commercial Information

18.5.3.6.5. Inter or Intra Agency Records

18.5.3.6.6. Invasion of Personal Privacy (Privacy Act)

18.5.3.6.7. Investigative Records

18.5.3.6.8. Financial Institutions

18.5.3.6.9. Wells - geological/geophysical information

18.5.4. Restricted Web Sites. Restricted Web sites are useful for interoffice communication or communication intended to be internal to the U.S. Air Force. Web sites may be restricted through a number of access control measures. The minimum security chosen for a restricted site must match the authorized distribution of the material on that site and contain the appropriate banners and disclaimers outlined in AFI 33-129 and AFI 33-219, *Telecommunications Monitoring Assessment Program*.

18.5.4.1. Errors Generated by Restricted Pages. Error messages informing the public that a site or web page is not available or for which they do not have access privileges should redirect the public to the root public page and will not include language like "Access Denied" or "Forbidden." The public redirection from restricted sites should be as friendly and transparent as possible.

18.5.5. Maintaining Registration with Air Force Link and Notice of URL Changes and Deletions. Web site administrators are required to ensure the currency of their registration with Air Force Link. Changes to the locations or deletions of public Web sites should be posted in advance with appropriate redirects. The change or deletion of public Web sites without prior notice detracts from the U.S. Air Force image. Site managers may register their site at <http://www.af.mil/sites/register.html>. This registration process also fulfills Government Information Locator Service (GILS) requirements.

18.6. Web Site Content.

18.6.1. General Content. The average wing-equivalent Web site is a means for wing commanders to keep airmen, their family and interested community members (regardless of their location) informed on news and information affecting that specific unit. Only information cleared for public release in accordance with AFI 33-129 and this instruction should be posted to public Web sites. The following provides guidance on routinely included items.

18.6.1.1. Electronic Freedom of Information Act Reading Room Material. Frequently requested material released as part of your unit's FOIA program may be posted to the Web. Integrating this element into the overall unit Web site provides for a more seamless communication image.

18.6.1.2. Base or Unit Fact Sheet. Maintained locally, base fact sheets may provide general history, organization and economic impact of that particular unit or installation.

18.6.1.3. Links to Key Leaders. Official biographies are maintained at 1000527464<http://www.af.mil/lib/bio/index.html>. 1000527464HAHQ AFCA Biographies must not reveal names, addresses or other identifying material of family members of U.S. Air Force employees or members.

18.6.1.4. Links to Associated Weapons Systems. Fact Sheets maintained at http://www.af.mil/news/indexpages/fs_index.html provide basic information on aircraft and other weapons systems in the U.S. Air Force inventory.

18.6.1.5. News Releases. Locally generated news releases that have been cleared for release to the general public.

18.6.1.6. News Related Photos. Local photography of people and associated equipment help tell the unit's story.

18.6.1.7. Standard Publications and Forms. Standard publications and forms that are not exempt from release under the Freedom of Information Act.

18.6.1.8. Links to Subordinate Sites. The official index of all U.S. Air Force Web sites is maintained at Air Force Link. Sites should provide a list of those public sites subordinate to them.

18.6.1.9. Links to Higher Headquarters Sites. Sites should also provide links to public sites belonging to higher headquarters within their organizational chain.

18.6.2. External Links

18.6.2.1. Approval. The ability to hyperlink to sources external to your organization is a fundamental part of the World Wide Web, and can add significant value to the functionality of publicly accessible Web sites. Air Force activities will establish objective and supportable criteria or guidelines for the selection and maintenance of links to external Web pages. Guidelines should consider the informational needs of personnel and their families, mission-related needs, and public

communication and community relations objectives. Such guidelines must be consistent with the following considerations:

18.6.2.2. Links to non-DoD Web resources should support the organization's mission. External links should be reviewed periodically to ensure their continued suitability. If the content of a linked external site becomes questionable or objectionable, remove the link.

18.6.2.3. In accordance with DoD 5500.7-R, no product endorsements or preferential treatment shall be given on publicly accessible official DoD Web sites.

18.6.2.4. No payment of any kind shall be accepted in exchange for a link placed on an organization's publicly accessible official DoD Web site.

18.6.2.5. In accordance with DoD 5500.7-R, publicly accessible DoD Web sites shall not require or encourage users to choose any specific browser software. Only text or hyperlinked text shall be used to direct visitors to software download sites. Graphics or logos depicting companies or products shall not appear on publicly accessible DoD Web sites.

18.6.2.6. Organizations considering the use of "frames" technology to connect to external sites should consult legal counsel concerning trademark and copyright issues before establishing such links. Frames will not be continued when links exist to sites outside the immediate purview of that unit's site and authority.

18.6.2.7. Organizations are encouraged to link to authorized activities in support of the organization's mission, such as the Army and Air Force Exchange Service, the Navy Exchange Service Command, and the Marine Corps Exchange. If these sites contain commercial advertisements or sponsorships, the appropriate disclaimer shall be given.

18.6.2.8. When external links to non-government Web sites are included, the commander of the major command, or their subordinate organization, is responsible for ensuring that a disclaimer is made that neither U.S. Air Force nor the organization endorses the product or organization at the destination, nor does the U.S. Air Force exercise any responsibility over the content at the destination. This includes credits given to contractors who produce Air Force Web sites. Appropriate sites for pointers from U.S. Air Force home pages are those that relate to the mission of the organization. For example, if members of your organization routinely interact with a defense contractor, etc., 1000527465it 1000527465HAHQ AFCA is permissible to point to that contractor's home page that directly relates to official U.S. Air Force contracted business. The U.S. Air Force can only be responsible for one link into a defense contractor's home page.

18.6.2.9. When a publicly accessible Web site is intended to serve a public purpose, organizations must realize that once the decision is made to include a link to one non-DoD site, the organization may be required to link to all similar sites that may request links. 1000527466Any appearance of impropriety could be avoided with a notice that indicates references to other sources with the organization's Home Page does not constitute and official or unofficial endorsement of such sites or services, and that the list is not necessarily all inclusive.1000527466HAHQ AFCA

18.6.2.10. Disclaimer for External Links. The disclaimer below shall be displayed when linking to external sites. This disclaimer may appear on the page or pages listing external links, or through an intermediate "exit notice" page generated by the server machine whenever a request is made for any site other than an official DoD Web site (usually the .mil domain). An example of such an exit notice is : "The appearance of hyperlinks does not constitute endorsement by the U.S.

Air Force of this Web site or the information, products or services contained therein. For other than authorized activities such as military exchanges and Morale, Welfare and Recreation sites, the U.S. Air Force does not exercise any editorial control over the information you may find at these locations. Such links are provided consistent with the stated purpose of this U.S. Air Force Web site."

18.6.3. Links to Restricted Sites. Public Web sites should not link to sites that are restricted from the public. Under certain circumstances, it may be appropriate to establish a link to a log-on site, (password interface or other control mechanism), provided details about the site's controlled content are not revealed.

18.6.4. Republishing of Base Newspapers on the Web. Base newspapers are established according to DoD Directive 5120.4 and AFI 35-301. Though generally public domain, base newspapers exist as part of the U.S. Air Force's internal information program. While the publishing of base newspapers constitutes public release of information, the distribution is normally limited. Web sites constitute a much broader, global release. Therefore, some information appropriate for base newspapers may not be appropriate for broader public access Web sites. The content of base newspapers may be reproduced for the Web if that content meets the restrictions provided in DoD's Interim Policy, Web Site Administration Policies and Procedures (Nov. 25, 1998). All stories should be reviewed against Part V of the DoD policy prior to being posted to public Web sites.

18.6.5. Point of Contact. Point of contact for each significant page is required.

18.6.6. Feedback. Each site must provide a means to provide feedback or request further information.

18.6.7. Current as of Date. Information should be kept as current as possible.

18.7. Inappropriate Material and Prohibitions. The following items are inappropriate for public Web sites:

18.7.1. Inappropriate Links. Links to offensive or unrelated commercial material must be avoided.

18.7.2. Operational and Personnel Security. No reference to any information that would reveal sensitive movements of military assets or personnel or the locations of units, installations, or personnel where uncertainty is an element of security of a military plan, program or personnel shall be posted to U.S. Air Force Web sites.

18.7.3. Personal Information. Use of personal information protected by the Privacy Act (AFI 37-132, *Air Force Privacy Act Program*) is prohibited. Further restrictions on the use of personal information are provided by 1000527467DoD policy, Web Site Administration Policies and Procedures, November 25, 1998.1000527467HAHQ AFCA

18.7.4. Copyright Information. Copyrighted material may only be used with written permission from the owner (See AFI 51-503, *Intellectual Property, Patent Related Matters, Trademarks and Copyrights*.) United States laws on copyright, primarily 17 U.S.C. 101, et seq., preserve for the owner of copyrighted material the benefits and earnings to be derived from the reproduction and distribution of such works. Material that is subject to copyright protection includes "original works of authorship fixed in any tangible medium..." 17 U.S.C. 102(a). It is now accepted that computer software, sequences of code and instructions, is in fact, subject to copyright.

18.7.5. Trademarks and Logos. The use of trademarks or logos is prohibited. Temporary exceptions to this prohibition must be made with established guidance and include the following disclaimer: “The use of the name or mark of any specific manufacturer, commercial product, commodity, or service does not imply endorsement by the U.S. Air Force.”

18.7.6. Inactive or broken links. Inactive or broken links should be corrected or removed immediately.

18.7.7. “Under Construction” Notices. These notices frustrate users and will not be used. Areas of a Web site under construction should not be linked until complete with meaningful information and newly constructed Web sites, awaiting approval or review should have appropriate access restrictions until testing and approval is obtained.

18.8. Appearance. The appearance of a unit’s Web site is often the initial contact the general public will have with an organization. Just as the public appearance of U.S. Air Force members must reflect the professionalism and core values of the U.S. Air Force, failure to provide a quality professional public Web site degrades the credibility and overall image of an organization.

18.8.1. Major Commands should establish quality standards and a consistent style for its Web sites and Web sites of its subordinate units.

18.8.1.1. Each subordinate page of a site should be visually recognizable as an element of its overall Web site to effectively communicate the source and level of information being provided.

18.8.2. All Web sites should be designed for the broadest possible accessibility, especially public Web sites.

18.8.3. Design often has implication for a site’s performance. Public Homepage size and heavy graphic elements, and extensive scripting that create unnecessary download delay should be avoided.

18.8.4. Graphics, animations and audio elements should be purposeful and not detract from the overall quality or professionalism of the Web site.

18.9. Collection of Information. U.S. Air Force Web sites must comply with DoD limitations on the collection and use of user information. The use of cookies or other browser measures to gather information on public site users beyond statistical summaries is prohibited. Web site administrators will ensure the appropriate privacy and security notices are included or linked to the home page.

18.10. Available Resources.

18.10.1. Air Force Link. Available at <http://www.af.mil/>, the official homepage of the U.S. Air Force provides news, information, photos, the only official comprehensive list of other U.S. Air Force Web sites, art and a collection of publications and documents on a variety of subjects.

18.10.2. Public Affairs Link (PA Link). PA Link is the official knowledge base of the U.S. Air Force public affairs career fields including bands, broadcasters and public affairs. Only available to AFSC-coded members of these career fields, it provides policy, guidance, training resources and other material that help plan, manage and execute U.S. Air Force bands, broadcast or public affairs programs.

18.10.2.1. PA Link Accounts. All eligible members of the career field should maintain a current PA Link account by completing the online form. All individuals are responsible for the currency of their account.

18.10.3. Public Affairs Forum. A Listserv that provides an unmoderated discussion used to facilitate professional exchange among career-field members.

18.10.3.1. Eligibility. All AFSC-coded or alumni bandsmen, broadcasters or public affairs professionals. Access is limited by target audience and the scope of discussion.

18.10.3.2. Accounts. All eligible members should subscribe to the forum by filling out the online form at http://afproducts.ease.lsoft.com/archives/PA_FORUM.html. Each individual is responsible for maintaining the currency of their subscription.

18.10.3.3. Appropriate Use. Appropriate use of the forum involves the professional discussion of career-related material, challenges or lessons learned. It is inappropriate to air personal grievances, personal attacks, or to use the forum to circumvent your immediate chain. While the discussion provided may be insightful and useful, it does not determine nor should it be taken as U.S. Air Force policy. The opinions offered by subscribers of the forum are not necessarily the opinion of or endorsed by the U.S. Air Force. An archive of the forum messages is maintained for use at http://afproducts.ease.lsoft.com/archives/PA_FORUM.html.

18.10.4. U.S. Air Force Web Style Guide. Produced by the Air Force Communications Agency. This guide provides basic rules and guidance on producing Web sites (Available at <http://www.afca.scott.af.mil/gc/gco/webstyle/>)

18.10.5. Public Affairs Web Tool Kit. Maintained by SAF/PAI, the public affairs Web Tool Kit provides useful checklists, resources and training information for public affairs professionals involved in the management of Web sites. (Available only within the public affairs AFSC on PA Link.

18.10.6. U.S. Air Force Web Policies. A current list of Web policies affecting the management and operation of Web sites in the U.S. Air Force is maintained at <http://www.af.mil/webpolicy/>. Due to the evolving nature of the Web and technology, this and other instructions are frequently supplemented by policy letters, messages and other guidance.

18.11. Web-based message boards, threaded chat rooms and guest books. These technologies allow users to post opinions, messages or information openly to a Web site. They provide a useful means of creating two-way communication. Such systems are prohibited as part of public Web site services. Such services may be appropriate for internal networks or as part of domain-restricted Web sites. The commander assumes responsibility for the operation and content of those message systems. Clear guidance on the acceptable use of such technologies must be provided and policies established that prohibit inflammatory, libelous, pornographic or otherwise inappropriate messages.

18.12. Forms Prescribed. This instruction prescribes the following forms: DD Form 2137, **AFRTS Outlet/Network Registration**; DD Form 2535, **Request for Military Aerial Support**; DD Form 2536, **Request for Military Band/Personnel/Equipment Support**; AF Form 39, **Response to Query**; AF Form 1036, **Band Personnel and Performance Report**; AF Form 3030, **Air Force Band Request**; AF

Form 3166, **AF Broadcasting Award Certificate** and AF Form 3168, **AF Newspaper Award Certificate**.

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